

## ABSTRACT OF THE DISCLOSURE

A liquid crystal display device which carries out matrix driving of a liquid crystal layer by applying AC pulses to the liquid crystal layer through a plurality of scan electrodes and a plurality of data electrodes which face and cross each other. A method of driving such a liquid crystal display comprises a reset step of applying a reset pulse to liquid crystal to reset the liquid crystal to an initial state, a selection step of applying a selection pulse to the liquid crystal to select a final state of the liquid crystal, an evolution step of applying an evolution pulse to the liquid crystal to cause the liquid crystal to evolve to the selected final state. The reset pulse and the evolution pulse have alternating cycles which are longer than that of the selection pulse, and the adjustment of the alternating cycles of the reset pulse and of the evolution pulse are made by changing the pulse waveform applied to each of the scan electrodes.